

REMARKS

Claims 13 and 14 have been amended to better conform to U.S. practice, and claims 20-30 have been added to further scope the invention. No new matter has been added.

The art rejections are respectfully traversed.

Turning first to the rejection of claims 1, 3, 7, 13 and 15 under 35 USC §103(a) as being unpatentable over US. Patent No. 5,466,919 to Wilkins in view of US Patent No. 5,717,923 to Dedrick is in error. Claims 1 and 13 require each of said plurality of said commercial message materials over a same channel frequency and during a same time period. Wilkins does not teach this feature. Wilkins discloses a communication system that offers three commercial alternatives depending on household income: 1) if household income <\$20,000 then switch to channel 4 and view Hyundai Excel advertisement (commercial alternative #2 222); 2) if household income is \$20,000-\$60,000 then stay tuned to channel 2 for Ford Mustang advertisement (default commercial 224); 3) if household income >\$60,000 then switch to channel 5 for Mercedes 500SL advertisement (commercial alternative #1 220) (see col. 11, lines 29-38). Therefore, Wilkins cannot teach using the same channel frequency to display selected commercial message during the same time period. None of the remaining references teach this feature. Accordingly, the references fail to teach all of the claimed limitations for claims 1, 13 and all claims dependent thereon.

Claims 2-4, 6-8, 14, 15 and 19 as obvious over Wilkins, Dedrick and Wachob (U.S. Patent No. 5,155,591), these claims depend from claim 1 or claim 13 and are allowable for the reasons discussed above as well as their own additional limitations. New claims 20-30 are similarly allowable for the same reasons above adduced as well as for their own additional limitations.

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Having dealt with all the objections raised by the Examiner, the Application is believed to be in order for allowance. Early and favorable action is respectfully requested.

Form PTO-2038 in the amount of \$100.00 for the added claim fees accompanies this Amendment.

In the event there are any fee deficiencies or additional fees are payable, please charge them (or credit any overpayment) to our Deposit Account Number 08-1391.

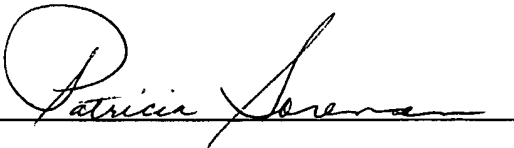
Respectfully submitted,



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CERTIFICATE OF MAILING

I hereby certify that this correspondence is being deposited with the United States Postal Service as First Class Mail in an envelope addressed to: MAIL STOP AMENDMENT, Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450 on December 27, 2006, at Tucson, Arizona.

By 

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